

Economic Update

November 2012

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Business Briefs

According to the 2011 census, 96.9% of the population reported English only as mother tongue, 0.4% reported French only, and 2.3% reported only a non-official language, in the St. John's census metropolitan area (CMA). The three most common mother tongues reported in the 2011 census in the St. John's CMA were Chinese-n.o.s., Arabic and Spanish. Five years ago, the census reported the top three other languages spoken were Chinese-n.o.s., Spanish, and German. A total of 7.4% of the population in the CMA said they had knowledge of both official languages, up from the last census when it was 7.1%.

local business taxes.) and Statutory Labour Costs. www.kpmg.com

Spending on research and development (R&D) in Newfoundland and Labrador's higher education sector was up 8.8% to \$165.8 million in 2010/2011 from the previous year. The sector comprises universities and affiliated research hospitals, experimental stations and clinics. Since 2000, spending on R&D by these institutions has doubled in Newfoundland and Labrador, according to Statistics Canada.

A recent study by KPMG, a leading professional services firm specializing in audit, tax and advisory services, finds that the City of St. John's is one of the top places to do business in Canada. In the report, entitled 'Competitive Alternatives: Focus on Tax', St. John's ranked fourth with an index of 45.4 out of 113 cities featured worldwide. The report looked at three key areas: Corporate Income Tax, Other Corporate Taxes (including sales tax, property tax, wage-based tax, corporate income tax, capital taxes and

In Newfoundland and Labrador, average weekly earnings were \$942.31 in August, up 8.1% from 12 months earlier. This was the third consecutive year-over-year increase above 6%. Weekly earnings in Newfoundland and Labrador were the highest of the provinces in August 2012. On a year-over-year basis, earnings increased 3.6% in Canada as a whole.

City Building Permits (Year to date as of October 29, 2012)

Type	2011	2012	% Variance
Commercial	\$80,000,700	\$205,900,200	157
Industrial	2,600,300	5,000,100	92
Institutional	34,000,800	16,100,900	-53
Residential	194,300,800	155,200,800	-20
Repairs	4,500,800	4,600,800	2
Total	\$315,403,400	\$386,802,000	23



Economic Indicators

- The New Housing Price Index for St. John's Metro was 148.0 in August 2012 up 0.9% compared to the same month in the previous year.
- The Consumer Price Index for St. John's Metro was 124.3 in September 2012 up 1.8% compared to the same month in the previous year.

Labour Force Characteristics, St. John's Metro, (seasonally adjusted, three-month moving average)

	Sept 12	Chg.*
Labour Force	117,300	4.5%
Unemployment Rate	7.1%	0.2pt
Employment Rate	66.9%	2.0pt
Participation Rate	72.0%	2.3pt

* Same month previous year.

ST. JOHN'S

DEPARTMENT OF ECONOMIC DEVELOPMENT,
TOURISM & CULTURE

Business Approvals

Penny's Unisex, 12-20 Highland Dr.

Lids, Avalon Mall

Cabot Ford Autobody shop and Quick Lane, 50 Mews Pl.

SAM Design, 2 Freshwater Rd.

New Home Based Business

Gipsy Gourmet office, 8 Field St.

Home office forklift service, Gary Dr.

Family home childcare service, 54 Francis St.

Embrace Wellness, 22 Golf Ave.

Electrical contractor, 5 Creedon Pl.

Off-site occupational safety training, 180 Ruby Line

Family home childcare service, 60 Ladysmith Dr.

Initiatives

BizPal: Business Starts Here

BizPal is an online business permit and licence service that saves time spent on paper work and helps entrepreneurs start-up faster. The BizPal initiative was created to significantly improve the experience of businesses dealing with multiple levels of government. For entrepreneurs, BizPal provides quick access to regulatory information 24 hours a day.



Business starts here

According to Canadian Federation of Independent Business (CFIB) *Communities in Bloom* report BizPal is one of 14 indicators used to measure the entrepreneurship of a municipality. St. John's recently ranked 10th out of 103 Canadian cities on the CFIB City Entrepreneurial Index 2012, the only Atlantic Canadian city ranked in the top ten.

BizPal can be accessed on the City's website at www.stjohns.ca

Upcoming Events

NL Nurses Union conference	Nov 5 – 9	www.nlnu.ca
Outlook 2013 – APEC	Nov 5	www.apec-econ.ca
Gardiner Centre <i>Better Business Writing</i>	Nov 6	www.busi.mun.ca/gardinercentre
City of St. John's Pre-Budget Consultations	Nov 8 & Nov 17	www.stjohns.ca
Pinterest for Business	Nov 9	E-mail: alison@socialmediamanagement.ca
Luncheon with David Chilton of Dragon's Den	Nov 13	www.bot.nf.ca
NOIA Fall seminar <i>Getting to the Bottom of Subsea Technology in NL's Offshore</i>	Nov 14	www.noia.ca
NATI Lunch and Learn: <i>How RDC Can Help Your Businesses Grow its R&D</i>	Nov 21	www.nati.net
Seniors Housing Forum	Nov 22	e-mail: smortonninomiy@stjohns.ca
High Growth Essentials: Smart Skills for Evolving Businesses	Nov 28 – 29	e-mail: Denise.Harrietha@smu.ca
Digital Marketing	Nov 26	e-mail: info.cb.nl@acoa-apec.gc.ca
Food Security Network NL AGM	Nov 28	www.foodsecuritynews.com

ST. JOHN'S

DEPARTMENT OF ECONOMIC DEVELOPMENT,
TOURISM & CULTURE

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